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CableVision

AUGUST 15, 1988

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

A TALK WITH PACTEL'S LEE COX

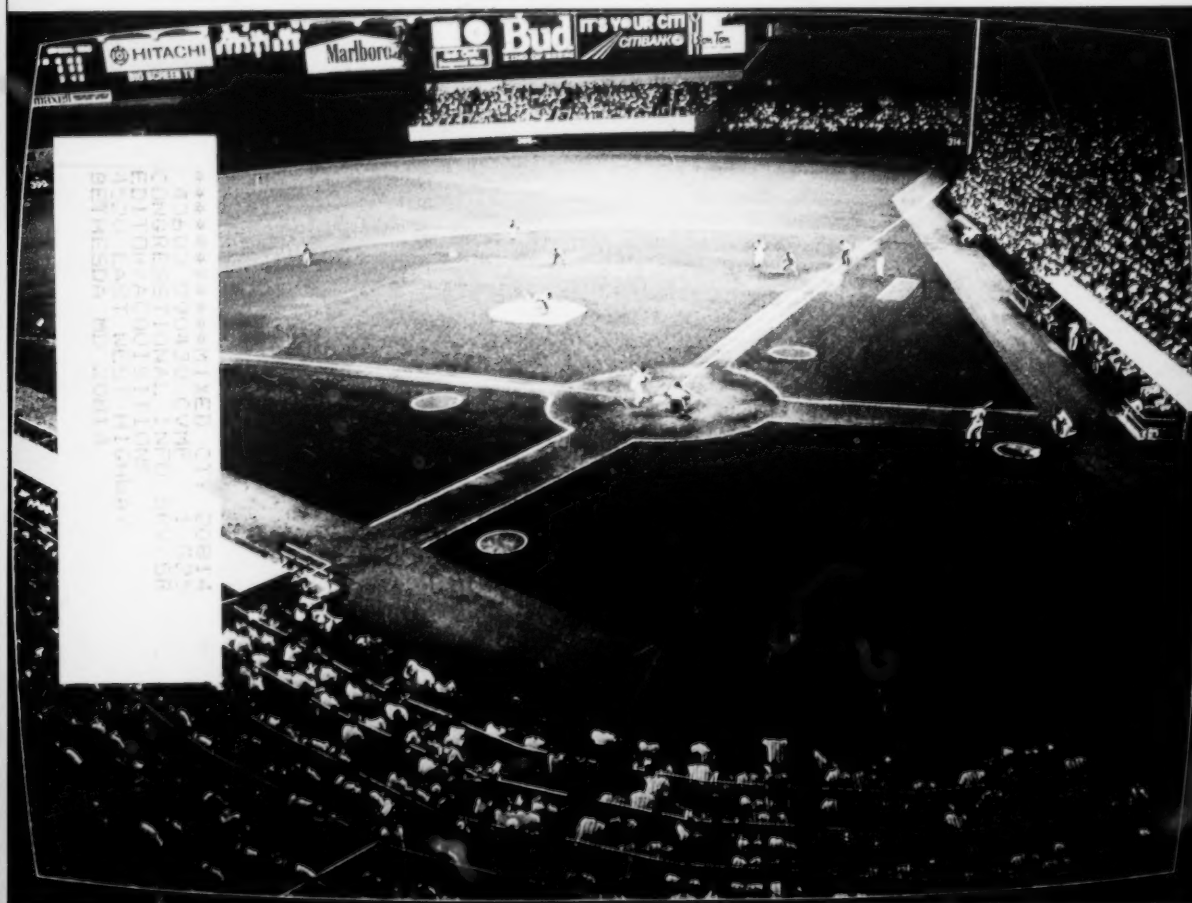
JUDGE GREENE AT THE GATE

CABLE'S FIBER SHORTCUT

CTAM PACKS THEM IN

LAMB'S A GRAND TAM

**HERE'S A HIGH HARD ONE:
CAN REGIONALS FILL A LARGER ARENA?**



CableVision

FRONT LINE

Lifetime lands Dodd 12
That quirky but popular network show *The Days and Nights of Molly Dodd* moves to Lifetime in another indication of the basic network's commitment to quality programming.

Time, Warner talking 12
Executives confirm that high-level but preliminary discussions are occurring that might lead to a merger of Warner Communications and Time Inc.

Telesat retrenching? 16
Florida Power and Light subsidiary Telesat Cablevision, which has been overbuilding a number of Florida operators, has retained a broker and is entering into arrangements with existing operators in what appears to be a retrenchment.

Cable Labs chief named 17
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NBC taps two for cable 18
Getting its cable house in order, NBC has tapped Tom Rogers to head NBC Cable and installed Mike Eskridge, currently overseeing coverage of the Olympics, as president of CNBC.

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Yankee Stadium, The House that Ruth Built and Major League Baseball's preeminent shrine, during a game cablecast over SportsChannel.
—Photo by Candace Drake



MEDIA WATCH

Finding a fiber shortcut 39
With the alacrity of an industry long accustomed to life on the high wire, cable is seizing the technological advantage over the telcos in new broadband distribution systems. "Technology may be throwing us a pretty wicked curve," moans a telco executive.



Greene at the gate 50
The Cable Act and Federal Communications Commission rules notwithstanding, there's only one barrier to PacTel getting into the cable business outside its service areas—a waiver from the line-of-business restrictions contained in the MFJ breaking up AT&T. Judge Harold Greene is the man at the gate.

'We won't be unduly adversarial'

While there has yet to emerge a single party line on telco interest in cable, interviews with a number of executives reveal a cautious acceptance of the idea in principle. There's some saber rattling, but as one said, "We won't be unduly adversarial."

CTAM COVERAGE

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The temperature was up and so was the interest of cable marketing executives attending the Cable Television Administration and Marketing Society conference in Boston. Everything seemed to be on the table, from technical issues to the future of pay-per-view.

Coming Soon
A FIRST-IN-THE-NATION FOR PERRYOPOLIS
Phone and cable TV over the same FIBER OPTIC line
BELL OF PENNSYLVANIA
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BUSINESS AND FINANCE

A conversation with Lee Cox 46
He may be the most-feared man in the cable industry, but the PacTel president and CEO comes across as a reasonable person who wants simply to invest in the cable business, not wreck it. In one of his first published interviews on the subject, Cox shares his views on a host of issues, including his interest in Rogers Communications.



COVER STORY

The larger arena of regional sports 26
Having enjoyed double-digit growth the last few years, regional sports networks are settling down, delivering better ratings information while shoring up their programming schedules with bigger events. Advertisers are discovering the worth of regional sports and seem willing to pay high CPMs.

Hearing other side advances telco debate



In this editorial in the last issue, addressing the issue of involvement in the cable industry by the Regional Bell Operating Companies, we said: "Finally, in our view it is incumbent on the Baby Bell executives to give some signal as to what their true intentions are. Meetings between leaders at the highest levels of both industries should take place. Until the cable industry has some firm idea as to what the Bells want, it is understandable that many will fear the worst."

As that was being written, those meetings were occurring, and it now is apparent that many in leadership positions in the cable industry do have a better understanding of what's on the minds of the Bell companies in general and Pacific Telesis in particular. Cable's stress level has noticeably subsided, as we found out by talking to some who attended those meetings (p. 52).

And the executive who sits atop Pacific Telesis—the man who initiated many of those meetings—has stepped forward to share his views on cable and to lay out his strategy for involving the giant telecommunications concern in system ownership. Lee Cox, made available to us through a high-level intermediary, goes on the record for quite some length to assert that PacTel only is interested in buying systems outside its service areas. "Our interest in it is in being a plain old cable operator outside our franchise area. Therefore, they (operators) have nothing to fear about fiber overbuilds to their existing systems. We want to simply buy existing systems and run them as a cable operator," he tells Business Editor Virginia Munger Kahn (p. 46). He also says he does not believe that Congress or the public will accept the notion of "one wire" service in which the telephone company exclusively provides both voice and video service.

While there may be a tad too much "aw shucks" foot shuffling in Cox's assertion of wanting only to invest in the business, not wreck it, at the moment there are no reasons why what he says should not be taken at face value. Cox sounds believable and, having publicly staked out his position, he now can be held accountable.

It is interesting that of the two discourses under way in the cable/telco debate—the regulatory proceedings in Washington and the board-room analysis of executives charged with operating successful businesses—it is the activity outside the Beltway that appears likely to bear the most fruit. And that is understandable, since it always is easier to play offense than defense, which seems the industry's only option in Washington.

We should keep in mind that many "ifs" stand between PacTel or any other Bell company and the ownership of cable systems. And while PacTel's interest in Rogers is dominating the debate now, it could be old news soon if only one of several factors intervene. But as one CEO said, "If it's not this deal, it will be the next one" in which a Bell company succeeds in entering the business.

But amid all this weighty discussion, a lighthearted comment by one cable executive sticks in mind. He recalled seeing many executives at large corporations "with straight teeth, nice suits and red ties" proclaim their visions for cable's future. "They've come and gone. In the end it always seems the cable operators do better."

—Steve Tuttle
Editor, Associate Publisher

CableVision

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Steve Tuttle
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EDITORIAL

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Curt Stocker, Classified Sales Manager

CIRCULATION

DENVER—Dick Benson, Circulation
Director, 600 S. Cherry St., Suite 400
Denver, CO 80222; (303) 393-7449;
Fax: (303) 393-6654

OFFICES

DENVER—600 S. Cherry St., Suite 400,
Denver, CO 80222; (303) 393-7449;
Fax: (303) 393-6654
NEW YORK—432 Park Ave. South, Suite
1010, New York, N.Y. 10016.
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Valley, Calif. 94941. (415) 381-2900

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President/Chief Executive Officer

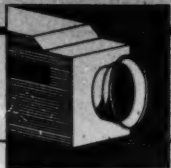
August 15, 1988
Volume 12, Number 50

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INTERNATIONAL THOMSON COMMUNICATIONS INC.

©International Thomson Communications Inc.,
1988. All rights reserved. *CableVision* (USPC
547-410) (ISSN 0361-8374) is published biweekly
by International Thomson Communications Inc.,
600 S. Cherry Street, Suite 400, Denver, Colorado
80222 -or- P.O. Box 5208-TA, Denver, CO 80217.
August 15, 1988, Volume 12, Number 50. Subscrip-
tion price: 1 year, \$46.00; 2 years, \$82.80. Outside
USA 1 yr. \$124, 2 yr. \$205, 3 yr. \$274. PREPAY-
MENT IN U.S. FUNDS ONLY! Second-class
postage paid at Cleveland, Ohio and additional
mailing offices. POSTMASTER: Please send ad-
dress changes to, *CableVision*, 600 S. Cherry St.,
Suite 400, Denver, Colorado 80222.

ABP/BPA



The larger arena of regional sports

By Wayne Friedman

The double-digit growth by regional cable sports networks over the last few years can be attributed to two things—the loyalty of sports fans to their local teams and a willingness to pay healthy subscriber fees to see the games. But as the regionals reach market penetration, they are trying to build up the advertising portion of their revenue streams.

For the regionals to increase ad revenue, they must provide better, more consistent ratings information, and, to a lesser extent, maneuver some programming from their traditional base to more non-regionalize sporting events.

Historically, baseball has been the regionals' main attraction. Strong metropolitan franchises provided a programming foundation, with National Basketball Association or National Hockey League teams rounding out the programming calendar. In more recent times, college football and basketball games have offered other means for growth by the regionals as well as for syndicators such as Raycom and Jefferson-Pilot.

The success of regional sports has been no secret, and programming experts increasingly are recognizing its value. Notably joining the bandwagon are savvy advertisers who believe their messages are diluted through some national outlets. That partially explains why, for instance, the NHL recently switched venues from ESPN to SportsChannel America, a new consortium of regional cable sports networks. ESPN also was outbid. The NHL realized that hockey is a sport with stronger regional appeal than of uniform national interest.

Advertisers like regional venues because home town viewers like them.

Frequently that translates into the highest advertising CPMs in all of cable, according to Lloyd Werner, senior vice president of sales and marketing for Group W Satellite Communications, which markets The Nashville Network and Baltimore-based Home Team Sports. Werner says a regional's CPMs could be in the \$10-\$15 range for

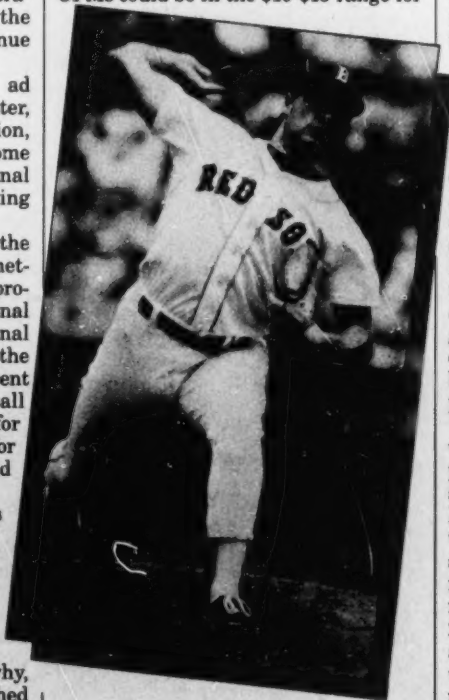
ing time. "There is room for greater accountability in terms of ratings research," says Ben Pride, vice president and manager of local sports and promotional merchandising for ad agency Backer Spielvogel Bates. Bill Sheehan, senior vice president and associate buying director for Saatchi & Saatchi DFS, adds that because of the lack of numbers, "We don't go out of our way to buy it."

The numbers game

This isn't for the lack of trying. Many regional networks do telephone coinidentals, through services such as Nielsen, that profile programs on a spot basis. MSG Network now commissions 15-20 such coinidentals a year. HTS did 22 last year, and will do 25 this year. Home Sports Entertainment, a Houston-based pay and basic regional, just recently started doing coinidentals this past season for NBA basketball. It will generate more telephone surveys for baseball as well.

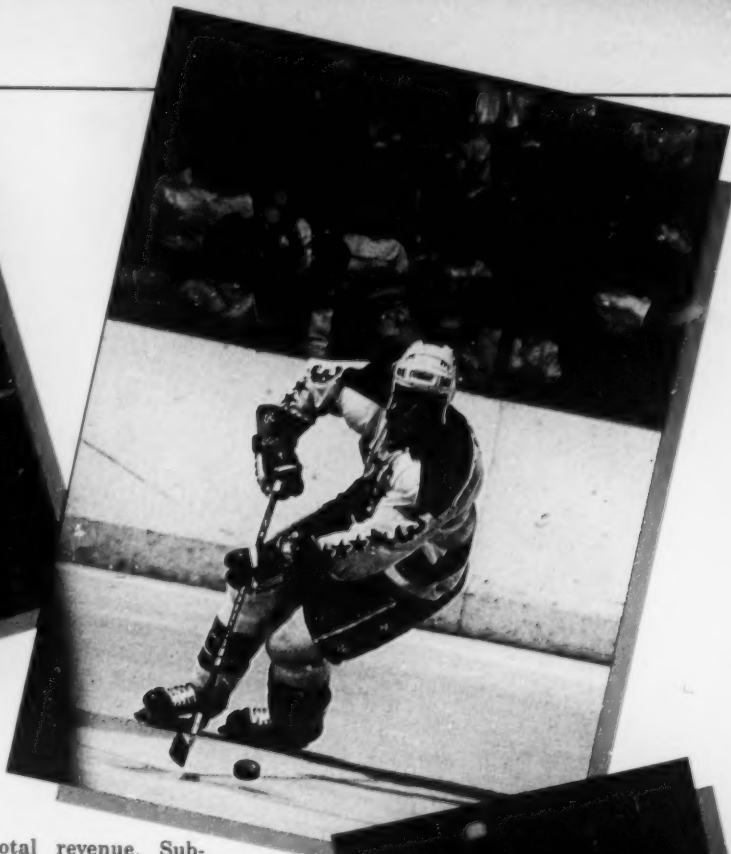
The results of these telephone surveys have been inspiring for the nets, proving that they sometimes beat other stations in their universe of viewers. KBL Entertainment Network, the part-time Pittsburgh-based regional cable sports network, showed an AGB 9.9 rating/23.1 share for a Pittsburgh Pirates/New York Mets contest on June 21, which topped all three network affiliates in its 500,000 cable home universe. The 12 NBA games offered this season by HSE were the most viewed among all networks in its 800,000-subscriber universe, says Jay Feingold, vice president of marketing. For those networks without telephone coinidentals, advertisers say they are happy to extrapolate ratings from approximate over-the-air stations.

If that doesn't work, many advertis-



a mens demographic.

Limited reach is a downside for most regional cable nets. None of the ratings services track any of them regularly against other local stations. Therefore, many advertisers shy away from buy-



ers just buy regional sports nets content in the knowledge that viewers will follow their home teams, especially those franchises that are performing well on the field, like the Yankees and the Mets. "If you want to reach men in New York, you got to buy SportsChannel," says Rich Forester, vice president of network programming for Ketchum Communications. And because SportsChannel is a pay service, advertisers know these subscribers will also be viewers. "You pay for it, you'll watch it," says Group W's Werner.

At the base of the ratings question is some inequalities, says Werner. In order for a regional cable network to be measured in a local market report book, he says, they need 19.5 percent of the households watching that network for six minutes for a least once a week. For stations those requirements are easier. They need 5 percent.

The ADI dilemma

Regional cable networks don't feel their growth is artificially limited by ratings. First, the advertising side is growing anyway, rising 28 percent in 1987 over 1986, and at least that amount this year, according to John Mansell, senior analyst at Paul Kagan Associates. The industry as a whole rang up about \$125 million in 1987 ad sales, according to Mansell.

Second, Mansell says, the real growth still is in subscriber fees, which represent 70 percent of an average network's

total revenue. Subscriber revenue has been climbing at a 20-plus percent rate per year, and that rate could spiral higher because many regional nets serve major metropolitan areas centered around a sports franchise—areas which just now are becoming fully cabled. Also, "It's easier to sell (regionals) in newbuilds," says Group W's Werner, because many are looking to start with a full complement of channels, especially those that have a local identity.

A regional net might get one ADI problem solved only to hit another ratings snag. In contrast to broadcast stations, regionals pop up in multiple ADIs. SportsChannel and MSG Network, for instance, reach upstate New York as well as parts of Connecticut and New Jersey. Group W's Werner says this throws advertisers for a loop. They buy local and regional stations one ADI at a time. For regional cable nets, "they are too large to be considered a local market, and too small to be considered a network," says Werner. "That's not the way advertisers buy time."

The NHL: New ground rules?

In buying the rights to air NHL

See **Regionals**, page 32

Roger Clemens hurls for the Boston Red-Sox on New England Sports Networks (facing page); the L.A. Dodgers (above left) perform well for Z Channel while Washington Capitols hockey is a crowd-pleaser for Home Team Sports (top right). Gymnastic events can be a ratings winner in major markets, as with Madison Square Market Network in New York (above)

Regional Sports

REGIONAL SPORTS NETWORKS AT A GLANCE

States Format Served	Affili- ates	Sub- scribers	Pro Teams	College Teams/ Conferences	States Format Served	Affili- ates	Sub- scribers	Pro Teams	College Teams/ Conferences		
Home Sports Entertainment					Pro-Am Sports System						
Pay	AR, LA, NM, OK, TX	196	684,740	Houston Astros/ Texas Rangers baseball Houston Rockets/ San Antonio Spurs/ Dallas Mavericks basketball	LSU Southwest Conference	Pay	MI, OH	140	301,000	Detroit Tigers baseball Detroit Pistons basketball Detroit Red Wings hockey	Michigan Michigan St. W. Michigan Detroit
Home Team Sports					SportsChannel Florida						
Pay/ Basic	DC, DE, MD, NC, PA, VA, WV	114	1,000,000	Baltimore Orioles baseball Washington Capitals hockey Washington Bullets basketball	Atlantic 10/Big East/ Colonial Sun Belt Conferences	Pay	FL	10	470,000	N.Y. Mets/ Chicago White Sox baseball	Florida Miami S. Florida Tampa Big East/Sunshine State Conference
KBL Entertainment Network					SportsChannel New England						
Basic	PA	67	1,000,000	Pittsburgh Pirates baseball Pittsburgh Penguins hockey	Ohio State Atlantic 10/ Big East Conferences	Pay	CT, MA, ME, NH, RI, VT	147	942,943	Boston Celtics basketball Hartford Whalers hockey	Atlantic 10/Big 10/ Missouri Valley/ Southeastern Conferences
Madison Square Garden Network					SportsChannel New York						
Basic	CT, NJ, NY, PA	112	2,400,000	N.Y. Knicks basketball N.Y. Rangers hockey N.Y. Knights arena football	St. John's Big East/Big 10/ Atlantic 10/ Southeastern Conferences	Pay	CT, NJ, NY	94	1,150,000	N.Y. Yankees/N.Y. Mets baseball N.Y. Islanders/N.J. Devils hockey N.J. Nets basketball	Not available
New England Sports Network					SportsVision						
Pay	CT, MA, ME, NH, RI, VT	160	262,138	Boston Red Sox baseball Boston Bruins hockey	Big East/Yankee Conferences	Basic	IL, IN, IO	50	1,507,270	Chicago White Sox baseball Chicago Bulls basketball Chicago Blackhawks hockey Chicago Sting indoor soccer	Notre Dame De Paul Loyola N. Illinois Big 10/Missouri Valley Conferences
PRISM					The Sunshine Network						
Pay	DE, NJ, PA	87	427,000	Philadelphia Phillies baseball Philadelphia Wings lacrosse Philadelphia Flyers hockey	Villanova Atlantic 10 Conference	Basic	FL	112	1,554,289	Baltimore Orioles/ Twins/ Houston Astros/ Texas Rangers baseball	Florida State Jacksonville Florida A&M Stetson Central Florida Tampa
Prime Ticket					Z Channel						
Basic	CA	55	2,300,000	LA Lakers baseball LA Kings hockey LA Lazers/San Diego Sockers indoor soccer LA Strings team tennis	USC UCLA Fresno State Loyola Marymount San Diego State Pepperdine Hawaii UNLV Big West/ Pacific 10/WAC Conferences	Pay	CA	65	110,000	LA Dodgers/ California Angels baseball LA Clippers basketball	Not at this time



Regionals, from page 27

games, Rainbow Program Enterprises came up with a plan that it hopes will shatter advertisers' prejudiced images of regional cable networks. No, regular ratings won't be available. Instead, the plan is to use something else that already is familiar to them.

Presentations to advertising agencies, says Bob Fennimore, president of Rainbow Advertisers Sales, employ the broadcast network strategy of airing multiple games in different areas of the country, as with NFL football. Fennimore says that, so far, the response has been terrific. To date, 25 percent of the NHL inventory (over three years of the contract) has been sold.

SportsChannel America, its newly named network unit, would act as a network shuttling games to and from different parts of the country, for showing on a regional net or on a stand-alone cable system, almost as a part-syndicator, part-cable network. It expects to amass nine million subscribers; five million from Rainbow-owned affiliates—SportsVision in Chicago, Prism in Philadelphia, SportsChannel New York, SportsChannel New England and SportsChannel Florida—plus four million delivered by other regional nets.

Bill Wishman, general manager of Detroit-based regional net PASS, wonders whether there'll be enough room on some regional nets to carry the extra games. From October through April, Wishman says he is already chock full of Detroit Pistons, Detroit Red Wings, college hockey and college basketball games. He feels other systems might have the same problems. "They are going to be hard pressed to fit it in," says Wishman. An alternative for PASS, he says, could be to expand its 7-11 p.m. typical programming day to include a secondary event, perhaps on tape-delay.

On the other side of the coin, Tony Acone, president of Los Angeles-based Prime Ticket, says space isn't a problem if the programming is worthwhile. Still, he hasn't seen SportsChannel America's plan, and isn't commenting on the viability of the NHL package for his system just yet.

Is more baseball the next step?

Wishman and other industry experts guess that by snaring the NHL, SportsChannel America's ultimate plan is to start up other regional sports networks in metropolitan areas where there now are none. He thinks Milwau-

kee, centered in the hockey-crazed Northeast, could be an excellent market for a regional net. United Cable, HSE and Daniels & Associates are planning a Denver-based regional cable sports net, called Prime Sports Network, that hopes to secure Denver Nuggets basketball and Kansas City Royals baseball. It would serve the Rocky Mountain and midwestern states. A San Francisco-Oakland Bay Area service is also in the works.

In looking at how baseball has fared regionally over the last few years, many predict that Charles Dolan, chairman of CableVision Systems, parent of Rainbow Program Enterprises, will aggressively bid for national baseball rights when the current contract expires at the end of the 1989 season. (Talks are due to begin later this year.) Some experts believe that if the regional nets can't afford to carry the NHL games because of time constraints, then putting SportsChannel America directly on cable systems—not through regional nets—would be the seed to building another national sports cable network which will seek major sporting events.

But that might not do well for SportsChannel America. There already are plenty of national players—ESPN, USA Network, Turner Broadcasting, Fox, HBO—positioning themselves in the hunt for a piece of the next baseball contract. Given the recent history of baseball on network television, which has seen mediocre ratings the last few years, SportsChannel America might be better to stick to its regional flavor, offering what Bob Fennimore says is something "unique and different" for advertisers. Marc Lustgarten, president of Rainbow Program Enterprises, thinks this new system could bring baseball and the NBA to SportsChannel America.

Bob Gutkowski, executive vice president of Madison Square Garden Communications Group, which runs MSG Network, remembers that at NBC Sports some six years ago he was selling Saturday afternoon baseball at six and seven ratings. He says that's about the same number NBC is earning today for the nation's pastime. As a result, "There is no growth potential there, nationally," he says. "Baseball's greatest strength is from a regional standpoint."

And not just with cable. Don Stuart's National Baseball Network offers national advertisers the chance to buy games on independent and affiliate stations across the country. In exchange for spots on local stations, NBN gives stations compensation much like

the broadcast networks. Currently, NBN is guaranteeing an 11.7 rating to advertisers covering 86-89 percent of the country.

Although sometimes viewed as competitors, regional cable and over-the-air stations could combine their efforts to sell avails to advertisers. Stuart says a few regional cable networks already have stopped by to talk about this. Again, the problem is ratings, but upon hearing about some regional cable efforts to do more telephone coincidentals, Stuart says, "they have entered the 20th century; they are enlightened." On looking at the cable-station partnership, so far "we haven't pursued it, but it's a logical step for growth," he says.

In the meantime, regional cable nets are seeking to invest more in producing their own programs. At a recent joint meeting of all the regional networks, professional golf events was one sport that was tossed around. With contributions from different networks, an event could be produced, including rights fees, for about \$100,000, far above what regional nets normally spend to produce a sports event. Marty Brooks, vice president of programming for MSG Network, says this compares to spending anywhere from \$15,000 to \$25,000 producing college basketball games. Prime Ticket's Acone says other events like boxing also could be produced.

Golf wouldn't be the first event shared among regionals. For the last few years, many regional nets have traded horse shows, hockey and basketball games and other programming. Does all this mean the regionals are moving away from their home town flavor? Not at all, says MSG's Brooks. The majority of programming still is geared to luring home town viewers. And in programming 365 days a year, says HSE's Feingold, there is plenty of room to add sports programs that would satisfy sports viewers' appetites. "We can do events that have some interest, but wouldn't be viable on commercial television."

The regionals' bread-and-butter still is the local teams. Even though they are looking to expand their programming horizons, Acone and executives at other regional nets say it will only be a supplement to the primary local sports programming. And as Group W's Werner observes from watching the performance of HTS and its marketing of the Baltimore Orioles over the years, why try to fool with success? He says once you get viewers hooked they become completely loyal. "There is more emotion locally; when you get them involved, they never get out." ■

What's on the Pays/August

Cinemax

New Movies

Title	MPAA Rating	Distributor
All About Eve (B&W)	NR	20th Century-Fox
Bless The Beasts & Children*	NR	Columbia
City of Shadows	R	Shapiro/Glickenhau
Cry of the City (B&W)	NK	20th Century-Fox
The Danger Zone	R	Skouras
The Dark Corner (B&W)	NR	20th Century-Fox
Dead of Winter*	R	MGM/UA
Death of a Salesman	NR	H.M. Television
D.O.A. (Colorized)	NR	Hal Roach
Dragonwyck (B&W)	NR	20th Century-Fox
Everything's Ducky* (B&W)	NR	Columbia
The Far Country	NR	Hal Roach
Friday The 13th-The Final Chapter*	R	Paramount
The Gamma People* (B&W)	NR	Columbia
The Ghost and Mrs. Muir (B&W)	NR	20th Century-Fox
House II: The Second Story	PG13	New World
House of Strangers (B&W)	NR	20th Century-Fox
Jane Eyre (B&W)	NR	20th Century-Fox
The Last Wagon	NR	20th Century-Fox
Lawrence of Arabia*	NR	Columbia
The Luck of the Irish (B&W)	NR	20th Century-Fox
Man With Two Brains	R	Warner Bros.
The Mating of Millie* (B&W)	NR	Columbia
Most Dangerous Man Alive* (B&W)	NR	Columbia
Nightmare on Elm Street 3: Dream Warriors	R	Universal
No Way Out (B&W)	NR	20th Century-Fox
Over 21* (B&W)	NR	Columbia
Passport to China* (B&W)	NR	Columbia
Personal Services	R	Vestron
Preppies	R	Blum Group
Project X	PG	20th Century-Fox
Run For Cover	NR	Paramount
Suddenly, Last Summer* (B&W)	NR	Columbia
Suez (B&W)	NR	20th Century-Fox
Sweet Revenge	R	Concorde
Topper Returns (B&W)	NR	Hal Roach
Trading Places*	R	Paramount

Original Programming/Specials

Cinemax Comedy Experiment:
Teri Garr in Flapjack Floozie

Highlights

The Believers	R	Orion
Dirty Dancing**	PG13	Vestron
Gardens of Stone*	R	Tri-Star
The Living Daylights	PG	MGM/UA
Roxanne**	PG	Columbia



The Living Daylights

The Disney Channel

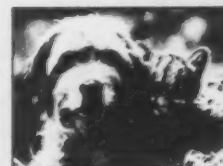
New Movies

The Apple Dumpling Gang*	G	Disney
The Bears and I*	NR	Disney
The Beniker Gang*	G	Lorimar
Benji The Hunted	G	Buena Vista
The Boatniks*	G	Disney

Christian and the Lion*	G	Art Greenfield Co.
The Duchess of Idaho	NR	MGM/UA
El Dorado	NR	Paramount
Escape to Witch Mountain	G	Disney
Father Was A Fullback	NR	20th Century-Fox
Green Grass of Wyoming	NR	20th Century-Fox
Hansel and Gretel*	NR	Entertainment Marketing
Mootchie of the Little League*	NR	Disney
Mr. Rossi Looks For Happiness*	NR	Italcoons
My Little Pony*	G	Sunbow Productions
The Mystery of Edward Sims*	NR	Disney
Peter Lundy and the Medicine Hat Stallion*	NR	Viacom
Platypus Cove*	NR	Cori Films
Raggedy Ann and Andy: A Musical Adventure*	NR	Harmony Gold
Red Badge of Courage	NR	MGM/UA
Seven Brides For Seven Brothers	G	MGM/UA
Stage Struck	NR	RKO/Buenavista
State Fair	NR	20th Century-Fox
That Darn Cat	G	Disney
True Grit	G	Paramount
The Wings of Eagles	NR	MGM/UA

Original Programming/Specials

Astaire Time*
Babar Comes To America*
Black Beauty*
Bud Greenspan's Summer Olympic Great #2*
Dinosaurs*
Dr. Seuss' The Grinch Grinches the Cat in the Hat*
Jean Shepherd's Great American 4th of July and Other Disasters*
The Jesse Owens Story
Kaleidoscope Concert: Linda Arnold*
King of the Beasts*
My Friend Liberty*
Sweet Land of Liberty



Benji The Hunted

Highlights

A Prairie Home Companion: The Disney 2nd Annual Farewell Channel Performance*
The Night Train to Kathmandu Disney
Astaire Time* Universal Pay TV
Little Miss Broadway*
20th Century-Fox
Kaleidoscope Concert: Linda Arnold*
Disney Channel Original Production
America at the Olympics*

Going Hollywood: The War Years*
Steve Allen's Golden Age of Comedy
Elvis: Aloha From Hawaii*

Lorimar/Cappy Productions
Castle Hill
Castle Hill

Fox/Lorber

Home Box Office

New Movies

The Adventures of Sinbad*	NR	Taffner
The Adventures of Tom Sawyer*	NR	Nippon
Cactus Flower*	PG	Columbia
Captive Hearts*	PG	MGM/UA
Cyclone	R	Cinetel

'Free Ride'
The Gate*
Nightforce
Radio Days
Raising Arizona
Rawhide Rex
Something Special!
A Streetcar Named Desire
Welcome To 18

R
PG13
R
PG
PG13
R
PG13
NR
PG13

Galaxy
New Century
Vestron
Orion
20th Century-Fox
Vestron
Cinema Group
Worldvision
TMS

Original Programming/Specials

Best of Not Necessarily the News
Countdown to Tyson-Spinks
HBO Behind the Scenes
HBO Comedy Hour Live: George Carlin 'What Am I Doing in New Jersey?'
HBO Showcase: Waldheim: A Commission of Inquiry
Richard Lewis 'I'm Exhausted'
The Survival Series: 'The Wonderful Kangaroo'*
Tanner '88: Child's Play
Tanner '88 Part 7
Wimbledon '88 Highlights
Wimbledon '88 Men's Quarterfinals
Wimbledon '88 Women's Quarterfinals
Wimbledon '88 Women's Semifinals

Highlights

Dirty Dancing** PG13 Vestron
Harry and the Henders PG Universal
Platoon R Orion
Roxanne** PG Columbia
Superman IV The Quest For Peace* PG Warner Bros.
Who's That Girl* PG Warner Bros.



Platoon

(**denotes duplicated and exclusive between Home Box Office and Cinemax)

The Movie Channel

New Movies

A Question of Honor
The Allnighter
Apprenticeship of Duddy Kravitz
Baby: Secret of the Lost Legend
Black Widow
Body Double
Broken Promise
The Color of Money
Concrete Jungle
Crocodile Dundee
Cross Creek
Death Wish
Desert Hearts
The Dirty Dozen
Firewalker
Flashdance
The Fly
Friday the 13th, Part VI
Haunted Honeymoon
Hollywood Vice Squad
Howard the Duck
Improper Channels
Joy of Flying
KGB - The Secret War (aka Lethal)
Kelly's Heroes
The Man Who Came to Dinner
Malone
The Man with Bogart's Face
Matewan
My Science Project
Pick-up Artist
Raising Arizona

NR
PG-13
PG
PG
K
R-9P
NR
R
R
PG-13
PG
R-9P
R-9P
NR
PG
R
R
PG
R
PG
PG
PG
PG-13
PG
NR
R
PG
PG-13
PG
PG-13
PG-13
PG-13

Viacom
Universal
Paramount
Touchstone
Fox
Columbia
Viacom
Touchstone
Lorimar
Paramount
Viacom
Paramount
Goldwyn
MGM/UA
Cannon
Paramount
Fox
Paramount
Orion
Cinema Group
Universal
Viacom
Satori
Cinema Group
MGM
MGM/UA
Orion
Viacom
Film Gallery
Touchstone
Fox
Fox

Revenge of the Nerds R Fox
Star Trek IV PG Paramount
The Sunshine Boys PG MGM
The Survivors R Columbia
Tai-Pan R DEG
Tell Me That You Love Me, Junie Moon PG Paramount
Three O'Clock High PG-13 Universal
Tin Men R Touchstone
The Turning Point PG Fox
Under Cover R Cannon
Winners Take All PG-13 Apollo
Wish You Were Here R Atlantic



The Pick-up Artist

Highlights

Adventures in Babysitting PG-13 Touchstone
Born in East L.A. R Universal
No Man's Land R Orion
The Pick-up Artist PG-13 Fox
Stakeout R Touchstone

Showtime

New Movies

Aliens R Fox
An Officer and a Gentleman R Paramount
Bedroom Window R DEG
Bill Cosby - Himself PG Fox
Born in East L.A. R Universal
A Christmas Story PG MGM/UA
Evil Under the Sun PG Viacom
Goodbye Mr. Tomps G MGM
Heartburn R Paramount
Heaven Can Wait NR Fox
Julia PG Fox
Just Me and You NR Viacom
Mannequin PG Fox
Maximum Overdrive R DEG
McCabe and Mrs. Miller R WB
Mr. Mom PG Fox
Night of the Iguana NR MGM
Nightmare on Elm Street 3 R Universal
Oliver's Story PG Paramount
The Pick-up Artist PG-13 Fox
Psycho III R Universal
The Secret of My Success PG-13 Universal
Summer of '42 PG WB

R Fox
R Paramount
R DEG
PG Fox
R Universal
PG MGM/UA
PG Viacom
G MGM
R Paramount
NR Fox
PG Fox
NR Viacom
PG Fox
R DEG
R WB
PG Fox
NR MGM
R Universal
PG Paramount
PG-13 Fox
R Universal
PG-13 Universal
PG WB

Original Programming/Specials

An All-Star Tribute to Woody Guthrie and Leadbelly
Elayne Boosler: Party of One
Free the Children: the Bishop Tutu World Peace Concert
Gleason: He's the Greatest
Island Records: The Allstar Story
Out of the Shadows

Highlights

Adventures in Babysitting PG-13 Touchstone
An All-Star Tribute to Woody Guthrie and Leadbelly
The Boys (Boys101)
Down Twisted PG Cannon
Free the Children: The Bishop Tutu World Peace Concert
Gleason: He's the Greatest
Out of the Shadows
Stakeout R Touchstone
Tin Men R Touchstone
Tough Guys Don't Dance R Cannon



Stakeout

(**denotes duplicated and exclusive between Showtime and TMC)

CABLE STATS

Subscriber Count

Satellite national services

Basic services

	Affiliates	Subscribers
ACTS Satellite Network	355	6,519,464
Alternate View Network	250	4,000,000
Arts & Entertainment (A&E)	2,600	34,200,000
Black Entertainment Television (BET)	1,200	20,000,000
Cable News Network (CNN)	11,860	46,238,000
Cable TV and Appliance Network	N/A	1,500,000
Cable Value Network	1,600	19,182,831
CBN Cable Network*	8,215	41,642,000
C-SPAN	3,000	39,000,000
C-SPAN II	539	15,400,000
Country Music Television	862	8,000,000
The Discovery Channel	3,000	31,200,000
ESPN	19,500	7,300,000
Eternal Word Television Network (EWTN)	447	9,400,000
FamilyNet	47	1,200,000
The Fashion Channel	600	10,100,000
Financial News Network (FNN)	1,990	30,000,000
FNN/Score	1,150	19,600,000
FNN/Teleshop	950	12,500,000
GalaVision**	300	1,000,000
Headline News	3,871	32,028,000
Home Shopping Network	1,314	15,088,786
Home Shopping Network 2	293	5,350,933
The Inspirational Network (PTL)	950	10,500,000
International Television Network	56	7,868,900
The Learning Channel	930	12,000,000
Lifetime	3,600	40,800,000
Mind Extension University	84	1,400,000
Movietime	200	7,000,000
MTV	4,780	40,300,000
The Nashville Network	6,987	40,217,000
National Jewish Television (NJTV)	295	6,800,000
Network 1 USOA**	N/A	N/A
Nick At Night	3,165	34,600,000
Nickelodeon	5,955	39,000,000
The Nostalgia Channel	185	2,500,000
Prevue Guide	105	2,100,000
QVC Network	920	12,400,000
Shop Television Network	100	3,600,000
Silent Network	380	10,300,000
Tempo Television	750	12,000,000
The Travel Channel	300	9,000,000
Trinity Broadcasting Network	588	8,522,000
USA Network	10,100	45,200,000
Video Hits One (VH-1)	1,930	25,700,000
The Weather Channel	3,200	34,300,000
WGN-TV	11,071	24,653,463
WWOR-TV	2,293	9,557,482
WPIX-TV	858	9,678,474
WTBS-TV	12,770	45,106,000

Pay services

American Exxstasy	35	27,000
American Movie Classics	1,500	12,000,000
Bravo	350	1,300,000
Cinemax	3,650	5,100,000
The Disney Channel	5,000	3,610,000
Festival	100	42,500
Home Box Office (HBO)	6,700	15,900,000
The Movie Channel	3,250	2,600,000
The Playboy Channel	550	490,000
Showtime	3,200	5,700,000

Audio services

Cable Radio Network	49	1,566,736
Galactic Radio	84	1,050,000
KKGO Super Jazz	18	133,639
Moody Bible Institute	63	1,058,368
Satellite Radio Network	237	483,000
Seeburg Lifestyle Music	143	2,576,838
Seeburg Lifestyle Adult Contemporary	26	854,390
Tempo Sound	125	1,250,000
WFMT Chicago	170	1,259,804

Text services

AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP News Plus	75	2,100,000
Cable Sports/Tracker	41	875,000
DBC/MarketWatch	462	9,200,000
Electronic Program Guide (EPG)	390	9,200,000

Text services

EPG Jr.	156	180,000
Genesis Cable Storytime	39	1,550,000
Reuters News View	127	2,437,000
X*Press Executive	437	5,001,829
X*Press X*Change	437	4,000,000

Affiliates

Subscribers

Non-satellite-fed national services

Bicycled services

	Affiliates	Subscribers
Cable Video Entertainment	190	15,000,000
Fuji Network	3	12,000
Nippon Golden Network	3	13,000
Telaction	1	4,000
Vector Consumer News	5	200,000
Vector Consumer Shopping Guide	9	325,000

Regional entertainment services

Basic services

	Affiliates	Subscribers
Atlanta Interfaith	7	177,000
Bay Area Religious Channel (BARC)	6	113,000
Buffalo Sabres Hockey	6	455,000
Cable TV Network of New Jersey	34	1,396,461
The Ecumenical Channel	9	170,000
KBL Entertainment Network	67	1,000,000
KTVT	415	3,588,270
Life Newvision	35	50,000
Madison Square Garden	112	2,400,000
Meadows Racing Network	14	600,000
News 12 Long Island	4	832,000
Prime Cable	9	381,938
Prime Ticket	55	2,300,000
SportsVision (Chicago)	50	1,507,270
The Sunshine Network	112	1,554,289

Pay services

Home Sports Entertainment	196	684,740
Houston/Dallas		
Home Team Sports	114	1,000,000
New England Sports Network	160	262,138
PRISM-Philadelphia	87	487,000
Pro-Am Sports	140	301,000
SportsChannel (Florida)	10	470,000
SportsChannel (New England)	147	942,943
SportsChannel (New York)	94	1,150,000
Z Channel	65	100,010

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention: Cable Stats, 432 Park Avenue South, Suite 1010, New York, NY 10018.

N/A denotes information not available.

TBA denotes to be announced.

* will change name to CBN Family Channel Sept. 3.

** will change name to Eco Sept. 1

*** launched 8/1/88

Announced services

Satellite-fed services

American Man's Network	2/89
ATV-Advertising Television	10/88
CD/8: The Digital Music Network	9/88
The Computer Channel	1/89
Digital Cable Radio	1st Quarter 1989
Digital Radio Labs	4th Quarter 1988
Interactive Game Network	3rd Quarter 1988
Kids Information Network	4th Quarter 1988
The Landscape Channel	3rd Quarter 1988
Lough TV	4th Quarter 1988
Main Street	8/88
RFD TV	1st Quarter 1989
Talk Television	10/88
TNT	9/88
Visions Interface Satellite Network	3rd Quarter 1988
Wingtips	

Expected launch

2/89
10/88
9/88
1/89
1st Quarter 1989
4th Quarter 1988
3rd Quarter 1988
4th Quarter 1988
4th Quarter 1988
3rd Quarter 1988
4th Quarter 1988
8/88
1st Quarter 1989
10/88
9/88
3rd Quarter 1988